

### REMARKS

This application has been carefully reviewed in light of the Office Action dated October 3, 2008. Claims 1, 10, 12 and 16 to 21 are pending in the application, with Claims 2, 3, 13 and 14 having been cancelled without prejudice or disclaimer of subject matter and without conceding the correctness of the rejection applied against them. Claims 1, 10 and 12 are the independent claims. Reconsideration and further examination are respectfully requested.

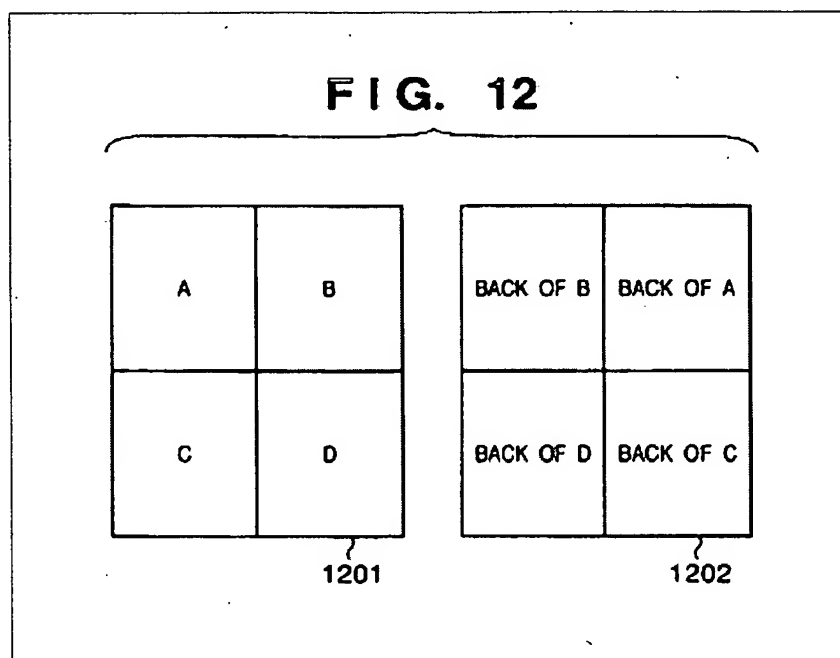
Claims 19 and 21 were objected to for informalities which have been attended to by amendment as set out above.

Claims 1 to 3, 10, 12 to 14, 17, 19 and 21 were rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 6,507,411 (Nishikawa) in view of U.S. Patent No. 6,168,327 (Tsuzuki). Reconsideration and withdrawal of the rejection are respectfully requested.

Independent Claims 1, 10 and 12 generally concern controlling printing based on printing attributes. Printing attributes are set including poster printing to divide a page of print data into a predetermined number of pieces to print over a plurality of media, and double-sided printing to print a first page of print data on a front side of a medium and a second page of print data on a back side of the medium.

According to one aspect of the claims, when both of poster printing and double-sided printing are included in the printing attributes, print data is generated such that a piece to be arranged at an upper left corner of a plurality of pieces comprising the first page of the print data is printed on the front side of a medium, and a piece to be arranged at an upper right corner of a plurality of pieces comprising the second page of the print data is printed on the back side of the medium.

For purposes of illustration, an example of a double-sided poster is shown in Applicant's Figure 12, reproduced below. Figure 12 depicts both sides of 4 sheets of paper which comprise the double-sided poster, with page 1201 as the front side, and page 1202 as the back side (which matches up with the corresponding pieces of page 1201 when rotated counterclockwise away from the reader).



In Figure 12, "A" is a piece at an upper-left corner of the plurality of pieces "A", "B", "C" and "D" comprising the first page 1201. According to the above-described features, the piece "A" is printed on a print medium, and the piece "BACK OF A" at the upper right corner of the second page 1202 is printed on the back of the same print medium.

By virtue of the above-described arrangement, it is ordinarily possible to correctly and efficiently generate print data of pieces of a double-sided poster image.

Referring specifically to claim language, independent Claim 1 is directed to

a method of controlling printing executed in an information processing apparatus which communicates with a printer. The method includes a setting step of setting printing attributes including poster printing to divide a page of print data into a predetermined number of pieces to print over a plurality of media, and double-sided printing to print a first page of print data on a front side of a medium and a second page of print data on a back side of the medium. The method further includes a generating step of generating print data such that a piece to be arranged at an upper left corner of a plurality of pieces comprising the first page of the print data is printed on the front side of a medium, and a piece to be arranged at an upper right corner of a plurality of pieces comprising the second page of the print data is printed on the back side of the medium, when both of the poster printing and the double-sided printing are included in the printing attributes.

Independent Claims 10 and 12 are directed to a program and an apparatus, respectively, substantially in accordance with the method of Claim 1.

The applied art is not seen to disclose or suggest the features set out in the claims, and in particular is not seen to disclose or suggest at least the feature of generating print data such that such that a piece to be arranged at an upper left corner of a plurality of pieces comprising a first page of the print data is printed on the front side of a medium, and a piece to be arranged at an upper right corner of a plurality of pieces comprising a second page of the print data is printed on the back side of the medium.

As understood by Applicant, Nishikawa is directed to printing an original image as a poster image. The original image is enlarged and divided. A user can designate the manner in which the enlarged image is divided up, and the order in which the divided images are printed. See Nishikawa, Abstract. In one aspect, Nishikawa aims to prevent

output of blank pages when a blank-paper economizing function operates in conjunction with the poster printing function. See Nishikawa, Column 1, lines 55 to 62.

Pages 2 and 3 of the Office Action assert that it is obvious from Nishikawa (Column 9, lines 6 to 18) to generate print data such that a first piece of a first page of print data is printed on the front side of a first medium, and a first piece of a second page of print data is printed on the back side of the first medium.

However, the cited portions of Nishikawa simply describe how printing paper is led through Nishikawa's printer when double-sided printing is performed. Specifically, the paper is lead via a guide, a transport roller, a duplex tray, and a paper cassette. See Nishikawa, Column 9, lines 6 to 18. The cited portions of Nishikawa are not seen to disclose a specific type of poster printing at all, much less disclose or suggest generating print data such that such that a piece to be arranged at an upper left corner of a plurality of pieces comprising the first page of the print data is printed on the front side of a medium, and a piece to be arranged at an upper right corner of a plurality of pieces comprising the second page of the print data is printed on the back side of the medium.

Additionally, Figures 14 and 15 of Nishikawa illustrate respective printing orders of partial image areas when a "forward" or "reverse" setting has been designated. However, Nishikawa's Figures 14 and 15 do not disclose any correspondence between pieces on the front and back side of each printing medium, much less generating print data such that such that a piece to be arranged at an upper left corner of a plurality of pieces comprising the first page of the print data is printed on the front side of a medium, and a piece to be arranged at an upper right corner of a plurality of pieces comprising the second page of the print data is printed on the back side of the medium.

Tsuzuki is not seen to remedy the above-noted deficiencies of Nishikawa.

As understood by Applicant, Tsuzuki is directed to printing images on both the front surface and back surface of recording paper. Specifically, while printing a number of copies of a set of pages, each odd numbered copy is printed on the front surfaces of the paper and is discharged facing downwardly, while each even numbered copy is printed on the back surfaces of the paper and is discharged facing upwardly. See Tsuzuki, Abstract. In this regard, Tsuzuki aims to allow a user to more easily distinguish between copies of a set of pages, rather than having to, for example, compare images on different pages or count the number of sheets in each set. See Tsuzuki, Column 1, lines 41 to 46.

Page 7 of the Office Action asserts that Tsuzuki (Column 14, line 66 to Column 15, line 18) discloses that a first piece of a first page and a first piece of a second page are alternately printed on the front side and the back side of a first medium.

However, the cited portions of Tsuzuki simply disclose printing and stacking the odd and even-numbered copies, so as to allow the user to distinguish between copies. Tsuzuki is not seen to disclose or suggest generating print data such that a piece to be arranged at an upper left corner of a plurality of pieces comprising the first page of the print data is printed on the front side of a medium, and a piece to be arranged at an upper right corner of a plurality of pieces comprising the second page of the print data is printed on the back side of the medium.

Therefore, independent Claims 1, 10 and 12 are believed to be in condition for allowance, and such action is respectfully requested.

The other claims in the application are each dependent from the independent claims discussed above and are therefore believed to be allowable over the applied

references for at least the same reasons. Because each dependent claim is deemed to define an additional aspect of the claims, however, the individual consideration of each on its own merits is respectfully requested.

No other matters being raised, the entire application is believed to be in condition for allowance, and such action is courteously solicited.

Applicant's undersigned attorney may be reached in our Costa Mesa, California office at (714) 540-8700. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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